

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMBUSTIBLES, INC.

Ad# (DK)-101-A4-"BANK ON IT"-Rmg# M-53332-Page-(8" X 10 13/16")-4/C-Network Mail, 1986
Rmg# M-53332-
(P04)

© Philip Morris Inc. 1986

PLAYERS LIGHTS 25's

Bank on it!
50 FREE per carton,
plus \$1.50 savings.

Now get the
great taste of
Players Lights 25's
and save \$1.50 on
your next carton.

Kings & 100's
Regular and
Menthol

Kings: 10 mg "tar," 0.8 mg nicotine -
100's: 12 mg "tar," 0.9 mg nicotine
av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

90's suggested pricing
based on full price brand.

PLAYERS LIGHTS 25's

Save \$1.50
on a
carton!

Kings & 100's
Regular and
Menthol

WORKING TOGETHER COUPON | EXPIRES 5/31/87

6 28200 55954 9